

การทบทวนระบบการขอรับรองมาตรฐานฮาลาลสำหรับผู้ประกอบการในกรุงเทพมหานคร A Review Established a System for Proposing a Product Halal Certification For Entrepreneurs in Bangkok

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บทคัดย่อ

บทความวิชาการฉบับนี้ศึกษากระบวนการบูรณาการเชิงกลยุทธ์ของอุตสาหกรรมฮาลาลในสังคมนอกกลุ่มมุสลิม โดยมุ่งเน้นกรณีศึกษาประเทศไทย แม้อุตสาหกรรมฮาลาลโลกจะมีการเติบโตอย่างมีนัยสำคัญ แต่ประเทศไทยยังคงเผชิญความท้าทายในหลายมิติ ทั้งด้านการยอมรับและการนำอุตสาหกรรมฮาลาลมาใช้ รวมถึงปัญหาด้านประสิทธิภาพทางสังคมและความเข้าใจที่จำกัดเกี่ยวกับระบบสนับสนุนฮาลาล งานวิจัยนี้ใช้วิธีการศึกษาเชิงคุณภาพผ่านการสังเกตการณ์และการวิเคราะห์ระบบนิเวศอุตสาหกรรมฮาลาล แนวคิดเรื่อง การปฏิบัติตามหลักศาสนบัญญัติ (Sharia Compliance) และทฤษฎีระบบนิเวศทางธุรกิจ โดยใช้ในการเปรียบเทียบกับอุตสาหกรรมฮาลาลของประเทศเกาหลีเป็นกรณีศึกษา เพื่อนำเสนอโครงสร้างระบบสำหรับผู้ประกอบการ โดยเฉพาะในกลุ่มผลิตภัณฑ์อาหารและเครื่องดื่ม ผลการศึกษาชี้ให้เห็นว่าระบบสนับสนุนที่ครอบคลุม ทั้งในดำนนโยบายที่ชัดเจนและการปฏิบัติที่เป็นมาตรฐานถือเป็นสิ่งจำเป็น โดยสรุป การพัฒนาระบบและการดำเนินงานดังกล่าวจะช่วยให้ผู้ประกอบการไทยสามารถตั้งศักยภาพออกมาได้อย่างเต็มที่ เกิดการบูรณาการผลประโยชน์ทางเศรษฐกิจ และลดความเสี่ยงจากการปนเปื้อนภายในระบบนิเวศอุตสาหกรรมฮาลาล

คำสำคัญ: การผลิต การรับรองฮาลาล ผู้ประกอบการ

Abstract

This academic article explores the strategic integration of the halal industry within non-Muslim societies, with a specific focus on Thailand. Despite the significant global growth of the halal market, Thailand faces multifaceted challenges in adopting and embracing this industry, including issues related to social efficiency and a limited understanding of halal support systems. This study utilizes a qualitative methodology, including observations and an analysis of the halal industrial ecosystem, Sharia compliance concepts, and business ecosystem theory. By benchmarking against the Korean halal industry as a case study, the research proposes a systematic framework for entrepreneurs, particularly in the food and beverage sectors. The findings indicate that a comprehensive support system—encompassing clear policies and standardized practices—is essential. In conclusion, developing these systems will enable Thai entrepreneurs to reach their full potential, integrate economic benefits, and mitigate contamination risks within the halal ecosystem.

Keywords: Manufacturing, Halal Certification, Entrepreneurs

1. Introduction

Halal is Islamic (Raimi, Rauf, & Olaide 2025) it can be viewed more broadly as a concept encompassing halal, safety, clean and high quality. In fact, the debate over the concept of refers to the proposition of whether it is an individual, a family, or a community. Muslims are not allowed to eat animal carcasses or blood, not only because they are classified according to the Shariq as prohibited but also because they affect the health of the body, which is important. (Othman, Shaarani, & Bahron, 2016). Muslims are a large, targeted consumer group of entrepreneurs. (Poulis, Farache, Elbayouk, & Nikas, 2024). The Halal industry is limited to meat and poultry. However in the case of slaughtering meat through proper Islamic slaughtering processes, this concept has been expanded to include the entire supply chain under the agenda of halal integrity. (Rehman, Et al.2024)

There has been a rapid change not only from the Muslim community, but also from the non-Muslim consumer group, who are also popular for Halal products (Wilkins, 2019), to the demand of non-Muslim consumers regarding food safety concerns. (Ramli, Abd Razak, & Jaafar,2023). Thailand's halal industry is an attractive potential and underdeveloped market with a modern Halal Science Center. Therefore, Thailand started to enter the halal industry as an initial move into an unexplored industrial sector. In many eras, the Thai government has actively supported the industry, despite facing many challenges. Although the Halal industry is seen as a new opportunity (Mohd Et al., 2020)

Thailand's Government's support is required to promote the halal industry and its products. Aulia, & Surwandono, 2024) Therefore, this article focuses on understanding the needs of entrepreneurs, existing challenges, and business halal risks, (Muazu, & Sjahrir, 2023) such as the conditions that need to be addressed and strengthened to ensure that the domestic industry progresses and has the ability to compete in the global market. (Sudirjo, 2023) In this article, we discuss the continuous promotion approach and its importance as a countermeasure for overcoming these challenges.

Al-Yousfi, A. B. (2004). Cleaner production for sustainable industrial development: Concept and applications: Production plants must be clean and free of contaminants. (Al-Yousfi, 2004). Kamboj (2020). The process must be hygienic to ensure that the food material is safe for consumption. It must also be ensured that they do not come into contact with unsuitable ingredients. (Zin, 2021) For example, some companies products containing pork, including halal-certified products. Therefore, pork products were not produced. (Bonne, and Verbeke, 2008) These types of products must be produced on specific production lines or the equipment must be cleaned to strict stan. (Ahmad, 2017) The manufacturing process must be halveddards between products. For example, the cookie bakery must demonstrate to the halal auditor that all appropriate procedures have been followed to ensure cleanliness and to prevent cross-contamination with non-halal key ingredients. (Kampichai, 2021)

There are other elements in the halal supply chain that may not seem obvious at first but are just as important as the ingredients used. (Khan, 2018, April) Any type of food can be contaminated by contact with substances containing toxins, bacteria. (Kamala, 2018) impurities, even though they were not directly added to the product. (Latiff, 2024)

Similarly, halal food can be made non-halal by contact with alcohol or substances derived from pork such as packaging or cleaning products. (Ahmed, 2023) Although not added as an ingredient in food, they are an essential part of food production and must be free of any prohibited substances. (Kashim, 2015) Therefore, cleaning agents, packaging films, and food sealants must meet the halal standards. (Mohd, 2023) The meticulousness of the halal certification process gives consumers peace of mind when purchasing halal products. (Alfiansyah, 2024) In fact, many halal consumers are not Muslims, but choose halal products because they value them. (Ramli, 2023)

2. The Foundation of Understanding Halal.

The concept of halal is not only a fundamental teaching of Islam but also an essential responsibility of Muslims as a primary source of life because the Islamic concept has a school of thought, Islamic scriptures, which are the words of God. (Al-Teinaz, 2020) The literal meaning of Halal in Arabic can be permissible or lawful. The two concepts, Halal and Haram, are interconnected to define the overall way of life of believers in Islam. (Hussain, 2024) Thus, the term halal covers a wide range of areas, not only food and drink consumption, but also business, trade, interpersonal relationships, finances, and all aspects of behavior. (Antara, 2016)

ideas and tips related to the expanding concept of Halal and its industry growth:

Dahlal and Ahmad (2018) broadened the understanding of halal beyond food. Educate consumers and businesses about how halal principles can be applied to various sectors, including cosmetics, pharmaceuticals, finance, and tourism. (Azam and Abdullah, 2020). Emphasize the universal appeal of Halal: Highlight how Halal products and services can benefit both Muslim and non-Muslim consumers (Aji & Muslichah, 2023) focusing on aspects such as quality, cleanliness, and ethical production. Promote Halal certification as a mark of integrity: Encourage businesses to view halal certification as a way to demonstrate their commitment to quality and ethical practices, rather than just a religious requirement. (Ramlli, Et al. 2024). Develop comprehensive halal standards: Work towards creating unified global halal standards (Azam and Abdullah, 2021). that address various aspects of production, processing, and service delivery across different industries. Invest in research and development: Support innovation in halal products and services to meet evolving consumer needs and expand market opportunities. (Voak & Fairman, 2020).

Leverage technology: Utilizes blockchain and other emerging technologies to enhance traceability and transparency in halal supply chains, building trust among consumers.

(Nazir, 2024) Encourage knowledge sharing and partnerships to develop and implement Halal standards that are widely accepted and recognized. (Azam& Abdullah,2021). Yamin, & Murtani (2024) Promote Halal as a lifestyle choice. Position Halal products and services as part of a holistic, ethical (Izberk-Bilgin, & Nakata, 2016)

Enhance education and training: Develop programs to train professionals in halal compliance, certification, and industry best practices across various sectors. (Mahamud, & Yama, 2020) Focus on sustainability: Align Halal principles with environmental and social responsibility to appeal to conscious consumers and strengthen the industry's value proposition. (Putri, 2025) Explore new market opportunities: Identify and develop Halal alternatives in emerging industries, such as lab-grown meat, plant-based products, and sustainable packaging. Strengthen regulatory frameworks: Work with governments to establish clear guidelines and regulations for halal certification and product labeling to ensure consistency and credibility (Prayuda, Et al. 2023).

Risza (2024) developed halal-focused marketing strategies to create targeted campaigns . unique benefits and values of halal products and services to both Muslim and non-Muslim consumers. (Ramli, Abd Razak, & Jaafar, 2023). Encourage cross-sector collaboration: Promote partnerships between halal industry players and conventional businesses to drive innovation and expand the market reach. Address misconceptions: Actively work to dispel myths and misunderstandings about halal practices and products through educational and awareness campaigns. (Mahamud, & Yama, 2020)

Here are some ideas and tips on the concept of the Halal industry as a combination of religious and universal value systems:

The global appeal of the Halal industry stems from its unique blend of Islamic principles and universally accepted standards. This combination creates a robust framework that appeals to both Muslim consumers and those seeking ethical high-quality products. (Azam, & Abdullah, 2020) Religious values in the Halal industry are rooted in Islamic law, which provides guidelines for permissible products and practices. (Wazin; Suryanto, & Tulus.,2023) These principles ensure that products are prepared and processed in accordance with Islamic teachings, giving Muslim consumers confidence in their choices. Universal values in the halal industry align with global standards for quality, safety, and ethics. This includes practices, such as maintaining hygiene, ensuring food safety, promoting environmental sustainability, and adhering to ethical business practices. (Tieman, 2020)

These values resonate with consumers regardless of their religious beliefs. The concept of halal integrity encompasses both religious and universal values, creating a comprehensive approach to product development and manufacturing (Haque, Et al. 2015).

Bonne, & Verbeke (2008) This holistic perspective ensures that Halal products meet not only religious requirements but also high standards of quality and ethics. Implementing Halal integrity in the industry requires a systematic approach for monitoring and verification.

This may involve regular audits, certification processes, and transparent supply chain management to ensure compliance with religious and universal standards. (Dashti, Jackson, West, & Jackson, 2024)

The global success of the halal industry can be attributed to its ability to cater to diverse consumers' needs. By combining religious principles with universal values, halal products appeal to a wide range of consumers seeking ethical, safe, and high-quality options. (Azam, & Abdullah, 2020) The Halal industry's emphasis on transparency and traceability aligns with growing consumer demand for information about product origins and manufacturing processes. (Nusran, 2023)

This focus on openness builds trust and credibility among the consumers. The integration of religious and universal values in the halal industry can drive innovation in the product development and manufacturing processes. (Aji, & Muslichah, 2023)

The Halal industry's dual-value system can serve as a model for other industries seeking to balance specific cultural or religious requirements with universally accepted standards. (Adham, Et al. 2020) This approach demonstrates how niche markets can expand their appeal while maintaining their core principles. The halal industry promotes cross-cultural understanding and cooperation by adhering to both religious and universal values. (Sari, Et al. 2025). It shows how different value systems can coexist and complement each other in a globalized economy. (Raimi, Rauf, & Olaide 2025) The combination of religious and universal values in the Halal industry can contribute to sustainable development goals. (Azam & Abdullah, 2020). Halal promoting ethical practices, environmental consciousness, and social responsibility. (Jaiyeoba, Hossain, Salleh, & Elgharbawy, 2023). Ahmad, & Taib, (2024). Halal branding has become an essential strategy for businesses to cater to the needs of Muslim consumers and tap into a rapidly growing market, aligning with broader global initiatives for sustainability. (Ahmad & Taib, 2024).

3. Halal Industry Trends from ASEAN to Global level.

Here are some ideas and tips on Halal industry trends moving from ASEAN to the global market: (Abdullah, & Azam, 2020) Growing demand for halal products beyond food: While halal food remains a core segment, there's increasing interest in halal cosmetics, pharmaceuticals, and lifestyle products. (Prayoga, & Satriana, 2024)

The rise of online marketplaces and applications dedicated to halal products has facilitated easier access to these goods worldwide. ASEAN-based tech companies are at the forefront of platform development. (Sundari, & Alqarni, 2024). Halal tourism: ASEAN countries leverage their expertise in catering to Muslim travelers to promote halal-friendly tourism experiences globally. These include halal hotels, restaurants, and travel packages. (Hidayat, 2023, December) Halal certification standardization: Efforts are being made to harmonize halal certification standards across ASEAN countries, which could lead to greater acceptance of

these certifications in the global market. (Aufi, Et al.2024) Sustainable and ethical halal products: There's a growing trend of combining halal principles with sustainability and ethical production methods, (Tayob, 2021) Appealing to both Muslim and non-Muslim consumers Halal ingredients and raw materials: ASEAN countries are becoming key suppliers of halal-certified ingredients and raw materials to global manufacturers across various industries. (Abdullah, & Azam, 2020) Opportunities and challenges in Thailand's halal industry

There are some ideas and tips on opportunities and challenges in Thailand's halal industry: opportunities (Nawawi, Et al., 2017, August). Cooper and Yue (2008) Growing global demand: With the increasing Muslim population worldwide. There is an increasing demand for halal products, presenting an opportunity for Thailand to expand its halal exports. (Aulia,& Surwandono,2024) Tourism sector: Thailand can capitalize on its popularity as a tourist destination by offering more halal-friendly services and accommodations to attract Muslim travelers.(Srikasem, Et al.2024) Food processing expertise: Thailand's industry can be leveraged to develop innovative halal food products in both domestic and international markets. (Mohamed, Abdul Rahim, & Ma'aram, 2020) Regional hub potential: Thailand has the potential to become a regional hub for halal production and distribution, serving neighboring countries and beyond. Halal cosmetics and pharmaceuticals: Expanding into non-food halal sectors, such as cosmetics and pharmaceuticals, can open new market opportunities.

4.Challenges

Certification processes: Ensuring consistent and internationally recognized halal certification standards can be complex and time consuming. (Al-Teinaz & Al-Mazeedi, 2020). Cultural Understanding: Developing a deep understanding of Islamic principles and halal requirements among non-Muslim producers and workers can be challenging. (Raimi, Rauf, & Raimi,2023). Supply chain management: Maintaining halal integrity throughout the supply chain, from raw materials to end products, requires careful monitoring and control. (Mohamed, Abdul Rahim, & Ma'aram, 2020).

Competition: Facing strong competition from established halal producers in other countries, particularly Malaysia and Indonesia. (Syamsiyah, & Ardana, 2022) Consumer trust: Building and maintaining trust among Muslim consumers, especially in international markets, (Dashti, Jackson, West, & Jackson, 2024). may require significant effort and investment in marketing and branding. (Hamizar, Et al, 2023) Skilled workforce: Developing a workforce with specialized knowledge in halal production processes and Islamic dietary laws can be challenging. (Indriani, Et al. 2025)

Infrastructure development: Investing in dedicated halal industrial zones, storage facilities, and transportation networks to support industry growth. (Yuli, & Wojtyla, 2020) Regulatory framework: Establishing and enforcing comprehensive regulations and standards for halal production and certification at the national level. (Khan, & Haleem, 2016). By

addressing these challenges and capitalizing on these opportunities, Thailand can strengthen its position in the global halal industry and drive economic growth in this sector. (Komariah and Desi, 2024)

5. Halal-System Setup for Entrepreneurs.

ome ideas and tips on Halal System Development for entrepreneurs (HAREEBIN, ,2021) particularly focused on Thailand but drew insights from Muslim and non-Muslim countries: (Mohd Et al. 2020) Understand Halal Principles: Entrepreneurs should first gain a thorough understanding of Halal principles, which go beyond just food products. (Raimi, Rauf, & Olaide 2025).

Halal encompasses a wide range of goods and services, including cosmetics, pharmaceuticals, logistics (Sugibayashi, Et al. 2019), and Islamic financial services. Implement a Comprehensive Halal Management System (Hassan, Rabbani, & Chebab, 2021) Develop a holistic approach that covers the entire halal supply chain, from sourcing raw materials to production, packaging, storage, and distribution; this system should ensure compliance with halal standards at every stage (Haleem, Khan,& Khan, 2021). Invest in Training and Education: Provide regular training for staff at all levels to ensure they understand halal requirements and implement them effectively. This included both Muslim and non-Muslim employees. Engage with Halal Certification Bodies: (Masood, Anim, & Ismail, 2024) This is crucial for maintaining halal integrity and addressing any potential issues quickly. Leverage Technology: Utilizes modern technology such as blockchain or specialized software to enhance transparency, traceability, and efficiency in halal compliance management. (Kusnadi, Et al. 2023) Maintain high quality standards to meet consumer expectations and compete effectively in the market. (Islam, Talib, & Muhamad, 2023) Consider Cultural Sensitivities: Be aware of and respect cultural differences, especially when expanding into different Muslim markets. What is acceptable in a country may not be the same (Anwar, 2025)

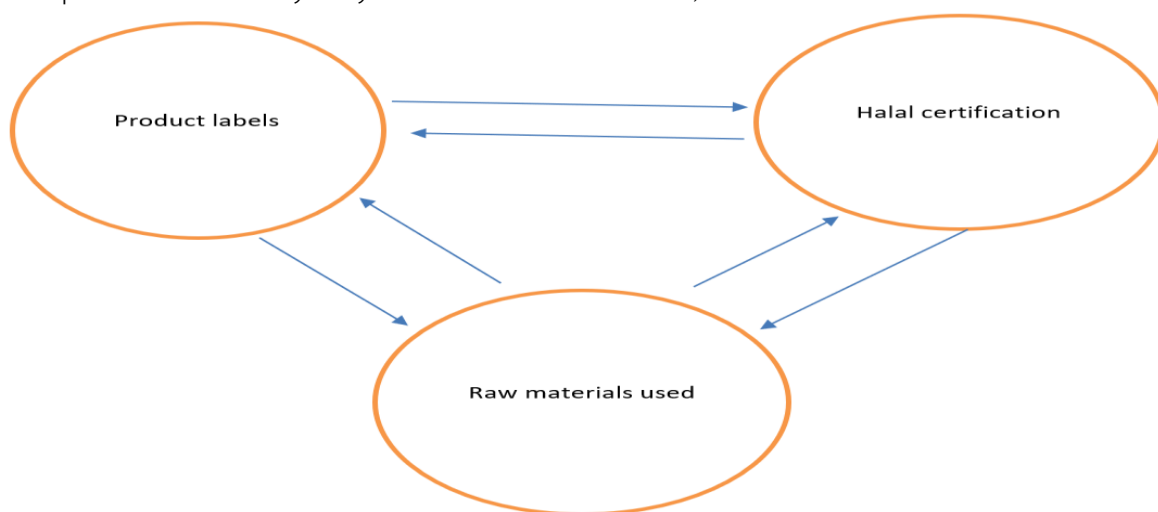


Figure 1 Interconnectivity of Factors in Halal Certification Process

The Halal system development model offers a comprehensive framework for implementing halal industry practices in non-Muslim societies. (PARK, & Jamaluddin, 2018) This model aims to provide a strategic approach for entrepreneurs interested in understanding and adopting Halal principles in their business operations. (Mahamud, 2020) At its core, the halal system is rooted in the fundamental value system of Islam, emphasizing standardized practices that align with Islamic dietary laws and ethical considerations. (Butt, Et al. 2021)

6. Halal Plan for Entrepreneurs

Especially in non-Muslim countries like Thailand, the need for halal certification for growth is an understanding of principles, culture, norms, and entrepreneurs' understanding of product development (Mohd Et al, 2020) confidence in service quality the direction of market growth increasing sales understanding consumers and seeing opportunities to grow in foreign markets. (Kadir, 2020) In addition, groups of entrepreneurs who do not understand Islam have been designed based on educational theories that aim to benefit from the appropriate business approach. (Gümüşay, 2015)

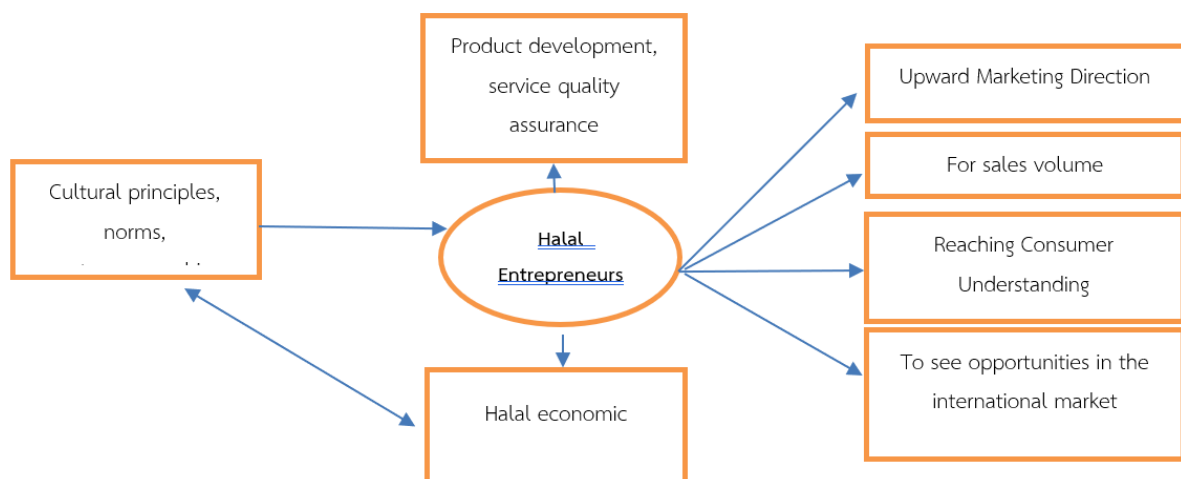


Figure 2 A Developmental Model for Halal Entrepreneurs and Economic Opportunities

Consisting of the elements seen as diversity in business dimensions, solidarity, and efficiency, and the application of the halal industry in non-Muslim societies, values are the most important principles and can lead to a comprehensive approach to gather necessary support in various dimensions through cooperation between various agencies among the stakeholders of the halal industry, resulting in a clear impact on the entrepreneurs. (Raimi, Rauf, & Raimi, 2023)

7. Benefits of reading

Representatives worked together to conduct direct discussions on the development of the halal industry from the supply chain to the management level. Such discussions or inspections of this type can be considered an integrated sharing of opinions, which can highlight the comprehensive and current needs of actors in the industry. The Halal System Organization is characterized by a multi-level hierarchy of events, action groups, and recommendations for improving the effectiveness of training support. The action groups were temporary or semi-permanent individuals from the central group (consultative group).

Action groups are assigned specific tasks to achieve certain goals within a specific period. For example, for human resource development, the consultative group will reach consensus and launch an action group with relevant stakeholders, such as the production process, laboratories, exports, and external agencies, under a coherent policy.

Feedback is another component of the halal-system integrator. There are two types of feedback: periodic and macro feedback. Feedback should be implemented regardless of the positive or negative results to identify the mistakes of the operators, improve, add, develop for future growth, and ensure continuous development. In the case of Macro Feedback, feedback takes care of each step in the process.

With this micro-feedback, direct communication between participants can be shared to achieve better cooperation and improvement. Macro-feedback is concerned with feeding the final results back to the policy level. Macro-feedback provides direct results to policymakers, separate from the cumulative periodic feedback. Therefore, decision-makers at the highest support level can compare the two different types of feedback to observe the process more effectively, efficiently, and comprehensively.

8. Conclusion

Currently, Thailand's halal industry is divided between religion and industry, which is a challenge for the country. A holistic approach is expected to help operators accept and implement the halal industry in a more harmonious manner. As discussed in the Advisory Group, there are many stakeholders in this position. In this context, support for the halal industry can be extended beyond certification and marketing, to include social movements, education, and awareness. This may improve and correct the biased view. The study results show that the acceptance and embracing of the halal industry as a non-Muslim country is plagued by multidimensional problems, such as social conflicts, inefficiencies, and limited understanding of the halal support system. Thus far, Thailand has made efforts to adapt its halal industry to a distinctively constructed framework and has actively pursued its penetration into the Islamic market, starting with food and beverage products with strong support from the government. Professionalization of the halal system the current work demonstrates that a hierarchy of support systems covering policy, system, and guideline levels

may help Korea achieve its full potential in the halal industry. At the guideline level, the halal industry support system flowchart serves as a tool for effective communication among multidimensional industry stakeholders, leading to the creation of better collaboration and halal industrial Eco systems in Thailand.

9. Recommendations for Future Studies

Future studies should conduct in-depth surveys of each sector of the halal industry in Thailand to comprehensively explore the business opportunities of halal entrepreneurs. This capacity building is necessary to identify and address the issues and challenges facing halal entrepreneurs in the halal industry. Furthermore, it is necessary to recognize the factors driving the growth of the halal industry so that policymakers can focus more on these factors to foster the expansion of the halal industry globally.

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